#### GENERAL SERVICES

## ADMINISTRATION Federal Supply Service Authorized Federal Supply Schedule Price List

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The INTERNET address GSA Advantage! is: GSAAdvantage.gov.

Mission Oriented Business Integrated Services

### STANDARD INDUSTRY GROUP: 874

SERVICE CODE: R499

Contract number: GS-02F-0192X

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at fss.gsa.gov.

Contract period: June 23, 2011 to June 22, 2021

THECAPITOL.NET, INC. DBA THECAPITOL.NET 1614 WOODBINE STREET ALEXANDRIA, VA 22302

Phone: 202-678-1600 FAX: 202-688-2424 E-mail: DOMAINS@THECAPITOL.NET

Contractor's internet address/web site where schedule information can be found: www.thecapitol.net

For more than 35 years, TheCapitol.Net and its predecessor, Congressional Quarterly Executive Conferences, have been training professionals from government, military, business, and NGOs on the dynamics and operations of the legislative and executive branches and how to work with them. Our training and publications include congressional operations, legislative and budget process, communication and advocacy, media and public relations, testifying before Congress, research skills, legislative drafting, critical thinking and writing, and more. Our publications and courses, written and taught by current Washington insiders who are all independent subject matter experts, show how Washington works.<sup>TM</sup> Our products and services can be found on our web site at <a href="www.TheCapitol.Net">www.TheCapitol.Net</a>. TheCapitol.Net is a non-partisan firm.

Business size: Small

1a. Table of awarded special item number(s) with appropriate cross-reference to item descriptions and awarded price(s).

		Course Length	Minimum	Maximum	
SIN	Course Title	(days)	Participants	Participants	PRICE
	Capitol Hill Workshop: Congressional				
874-4	Operations Briefing	2	1	25	\$12,684.51
	Capitol Hill Workshop: Congressional				
874-4	Operations Briefing	2	26	35	\$13,526.57
	Capitol Hill Workshop: Congressional				
874-4	Operations Briefing	2	36	50	\$14,789.67
	Capitol Hill Workshop: Congressional				
874-4	Operations Briefing	3	1	25	\$19,158.06
	Capitol Hill Workshop: Congressional				
874-4	Operations Briefing	3	26	35	\$20,473.68
	Capitol Hill Workshop: Congressional				
874-4	Operations Briefing	3	36	50	\$22,447.10
	Capitol Hill Workshop: Congressional				
874-4	Operations Briefing	4	1	25	\$25,544.71
	Capitol Hill Workshop: Congressional				
874-4	Operations Briefing	4	26	35	\$27,299.12
	Capitol Hill Workshop: Congressional				
874-4	Operations Briefing	4	36	50	\$29,930.73
	Capitol Hill Workshop: Congressional				
874-4	Operations Briefing	5	1	25	\$31,952.14
	Capitol Hill Workshop: Congressional				
874-4	Operations Briefing	5	26	35	\$34,153.65

	Capitol Hill Workshop: Congressional	1			
874-4	Operations Briefing	5	36	50	\$37,455.92
	Congressional Briefing Conference:				
874-4	Congressional Operations Seminar	2	1	25	\$12,684.51
874-4	Congressional Briefing Conference: Congressional Operations Seminar	2	26	35	\$13,526.57
074-4	Congressional Briefing Conference:	2	20	33	\$13,320.37
874-4	Congressional Operations Seminar	2	36	50	\$14,789.67
074.4	Congressional Briefing Conference:	2		25	¢10.150.06
874-4	Congressional Operations Seminar Congressional Briefing Conference:	3	1	25	\$19,158.06
874-4	Congressional Operations Seminar	3	26	35	\$20,473.68
	Congressional Briefing Conference:		-		, , , , , , , , ,
874-4	Congressional Operations Seminar	3	36	50	\$22,447.10
	Congressional Briefing Conference:				
874-4	Congressional Operations Seminar	4	1	25	\$25,544.71
874-4	Congressional Briefing Conference: Congressional Operations Seminar	4	26	35	\$27,299.12
0/4-4	Congressional Briefing Conference:	1	20	33	\$21,277.12
874-4	Congressional Operations Seminar	4	36	50	\$29,930.73
	Congressional Briefing Conference:				
874-4	Congressional Operations Seminar	5	1	25	\$31,952.14
074.4	Congressional Briefing Conference:	_	26	25	\$24.152.65
874-4	Congressional Operations Seminar Congressional Briefing Conference:	5	26	35	\$34,153.65
874-4	Congressional Operations Seminar	5	36	50	\$37,455.92
	Congressional Dynamics and the				
874-4	Legislative Process	1	26	35	\$6,738.16
074.4	Congressional Dynamics and the	1	26	50	¢7.259.04
874-4	Legislative Process  Congressional Dynamics and the	1	36	50	\$7,358.94
874-4	Legislative Process	1	51	100	\$13,206.55
	Congressional Dynamics and the				
874-4	Legislative Process	2	1	25	\$12,722.29
874-4	Congressional Dynamics and the	2	26	25	\$12,570,47
6/4-4	Legislative Process Congressional Dynamics and the	2	26	35	\$13,579.47
874-4	Legislative Process	2	36	50	\$14,865.24
	Congressional Dynamics and the				
874-4	Legislative Process	2	51	100	\$26,707.81
874-4	The Federal Budget Bures	1	1	25	¢c 224 21
874-4 874-4	The Federal Budget Process The Federal Budget Process	1	26	35	\$6,324.31 \$6,738.16
874-4	The Federal Budget Process  The Federal Budget Process	1	36	50	\$7,358.94
874-4	The Federal Budget Process	1	51	100	\$13,206.55
874-4	The Federal Budget Process	2	1	25	\$12,684.51
874-4	The Federal Budget Process	2	26	35	\$13,526.57
874-4	The Federal Budget Process	2	36	50	\$14,789.67
874-4	The Federal Budget Process	2	51	100	\$26,556.68
874-4	The Federal Budget Process	3	1	25	\$19,158.06
874-4	The Federal Budget Process	3	26	35	\$20,473.68
874-4	The Federal Budget Process	3	36	50	\$22,447.10
874-4	The Federal Budget Process	3	51	100	\$40,360.20
	Proparing and Dalivaring				
874-4	Preparing and Delivering Congressional Testimony	1	1	25	\$6,324.31
37 I-T	Preparing and Delivering Congressional	1	1	25	Ψ0,324.31
874-4	Testimony	1	26	35	\$6,738.16
	Preparing and Delivering Congressional				
874-4	Testimony	2	1	25	\$12,684.51
874-4	Preparing and Delivering Congressional Testimony	2	26	35	\$13,526.57
0/4-4	resumony		20	SS	\$13,320.37

				•	
874-4	Preparing and Delivering Congressional Testimony	3	1	25	\$19,158.06
874-4	Preparing and Delivering Congressional Testimony	3	26	35	\$20,473.68
074-4	restimony		20	33	Ψ20,473.00
074.4	Writing for Government: Critical	1	1	25	¢5 420 10
874-4	Thinking and Writing Writing for Government: Critical	1	1	25	\$5,430.10
874-4	Thinking and Writing Writing for Government: Critical	1	26	35	\$6,141.18
874-4	Thinking and Writing	1	36	50	\$7,333.75
874-4	Writing for Government: Critical Thinking and Writing	2	1	25	\$10,860.20
874-4	Writing for Government: Critical Thinking and Writing	2	26	35	\$12,282.37
	Writing for Government: Critical		-		\$12,282.37
874-4	Thinking and Writing	2	36	50	\$14,667.51
	Writing for Government: Critical				
874-4	Thinking and Writing	3	1	25	\$16,290.30
874-4	Writing for Government: Critical Thinking and Writing	3	26	35	\$18,423.55
874-4	Writing for Government: Critical Thinking and Writing	3	36	50	\$22,001.26
6/4-4	Thinking and writing	3	30	30	\$22,001.20
	Writing for Government: Critical	1	l		
874-4	Thinking and Writing	4	1	25	\$21,720.40
874-4	Writing for Government: Critical Thinking and Writing	4	26	35	\$24,564.74
074.4	Writing for Government: Critical	1	26	50	
874-4	Thinking and Writing	4	36	50	\$29,335.01
	Drafting Federal Legislation and				
874-4	Amendments Drafting Federal Legislation and	1	1	25	\$6,324.31
874-4	Amendments	1	26	35	\$6,738.16
874-4	Drafting Federal Legislation and Amendments	1	36	50	\$7,358.94
874-4	Drafting Federal Legislation and Amendments	2	1	25	\$12,684.51
	Drafting Federal Legislation and				
874-4	Amendments Drafting Federal Legislation and	2	26	35	\$13,526.57
874-4	Amendments	2	36	50	\$14,789.67
874-4	Drafting Federal Legislation and Amendments	3	1	25	\$19,158.06
874-4	Drafting Federal Legislation and Amendments	3	26	35	\$20,473.68
	Drafting Federal Legislation and				
874-4	Amendments	3	36	50	\$22,447.10
874-4	Effective Briefings	1	1	25	\$6,324.31
874-4	Effective Briefings	1	26	35	\$6,738.16
874-4	Effective Driefings	2	1	25	\$12,694,51
874-4	Effective Briefings Effective Briefings	2	26	25 35	\$12,684.51 \$13,526.57
874-4 874-4	Effective Briefings Effective Briefings	3	1 26	25 35	\$19,158.06 \$20,473.68
0/4-4	Effective Diferings	3	20	33	φ20,473.08
	Media Relations for the Public	1.			
874-4	Affairs Professional Media Relations for the Public Affairs	1	1	25	\$6,324.31
874-4	Professional	1	26	35	\$6,738.16
874-4	Media Relations for the Public Affairs Professional	1	36	50	\$7,358.94

074.4	Media Relations for the Public Affairs			25	#12 c04 51
874-4	Professional	2	1	25	\$12,684.51
	Media Relations for the Public Affairs				***
874-4	Professional	2	26	35	\$13,526.57
	Media Relations for the Public Affairs				
874-4	Professional	2	36	50	\$14,789.67
	Media Relations for the Public Affairs				
874-4	Professional	3	1	25	\$19,158.06
	Media Relations for the Public Affairs				
874-4	Professional	3	26	35	\$20,473.68
	Media Relations for the Public Affairs				
874-4	Professional	3	36	50	\$22,447.10
874-4	Research Skills / Research Skills for	1	1	25	\$6,324.31
874-4	Research Skills / Research Skills for	1	26	35	\$6,738.16
874-4	Research Skills/Research Skills for	1	36	50	\$7,358.94
874-4	Research Skills/Research Skills for	2	1	25	\$12,684.51
874-4	Research Skills/Research Skills for	2	26	35	\$13,526.57
874-4	Research Skills/Research Skills for	2	36	50	\$14,789.67
874-4	Research Skills/Research Skills for	3	1	25	\$19,158.06
874-4	Research Skills/Research Skills for	3	26	35	\$20,473.68
874-4	Research Skills/Research Skills for	3	36	50	\$22,447.10

Course descriptions are in Appendix A.

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract.

	Writing for Government: Critical				
874-4	Thinking and Writing	1	1	25	\$5,430.10

- 1c. Not applicable.
- 2. Maximum order. \$1 million
- 3. Minimum order. \$100.00
- 4. Geographic coverage (delivery area). 50 United States; District of Columbia; Puerto Rico
- 5. Point(s) of production (city, county, and State or foreign country). Not applicable.
- 6. Discount from list prices or statement of net price. Net prices set forth above.
- 7. Quantity discounts. More than \$50,000 annually with same client, 5%
- 8. Prompt payment terms. .5% within 10 days of program date.
- 9a. Government purchase cards are accepted at or below the micro-purchase threshold.
- 9b. Government purchase cards are accepted above the micro-purchase threshold.
- 10. Foreign items (list items by country of origin). None.
- 11a. Time of delivery. 14 days ARO.
- 11b. Expedited Delivery. Contact the contractor.
- 11c. Overnight and 2-day delivery. Contact the contractor.
- 11d. Urgent Requirements. Contact the contractor.
- 12. F.O.B. point. Destination.

13a. Ordering address. PO BOX 25706 ALEXANDRIA, VA 22313-5706

- 13b. Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.
- 14. Payment address. PO BOX 25706 ALEXANDRIA, VA 22313-5706
- 15. Warranty provision. None.
- 16. Export packing charges, if applicable. Not applicable.
- 17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level). None.
- 18. Terms and conditions of rental, maintenance, and repair (if applicable). Not applicable.
- 19. Terms and conditions of installation (if applicable). Not applicable.
- 20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable). Not applicable.
- 20a. Terms and conditions for any other services (if applicable). Not applicable.
- 21. List of service and distribution points (if applicable). Not applicable.
- 22. List of participating dealers (if applicable). Not applicable.
- 23. Preventive maintenance (if applicable). Not applicable.
- 24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants). Not applicable.
- 24b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor's website or other location.) The EIT standards can be found at: www.Section508.gov/. Not applicable.
- 25. Data Universal Number System (DUNS) number. 042735071
- 26. Contractor is registered in www.sam.gov.

## Appendix A

### Course Title: Capitol Hill Workshop: Congressional Operations Briefing

### **Course Length:**

May be purchased as:

- (A) a 2-day course
- (B) a 3-day course
- (C) a 4-day course
- (D) a 5-day course

### Minimum and Maximum Participants:

Option 1: 1-25 participants Option 2: 26-35 participants Option 3: 36-50 participants

Course Description: During the Congressional Operations Briefing, Washington-based experts discuss congressional dynamics, the policy-making process, and the legislative agenda. They explore the relationship between the legislative and executive branches of government and the outside entities with whom they interact. The congressional budget process is explained, and strategies and techniques for effectively communicating with Members of Congress and congressional staff are given. When Congress is in session, attendees have an opportunity to view congressional hearings and House and Senate floor proceedings and discuss the dynamics and environment of congressional hearings and the complexities of floor proceedings.

### Minimum Number of Presentations per Day: Four

**Course Objectives:** After participating in the Congressional Operations Briefing and Seminar, participants will be able to:

- 1. Understand the dynamics of Congress as an institution and the legislative process
- 2. Identify the key decision makers who are involved in the policy–making process
- Understand the relationship between the executive and legislative branches of government and how Members of Congress advance their legislative, public policy, and political agendas
- 4. Gain awareness of the congressional budget process
- 5. Develop working relationships with congressional staff

**Support Materials:** The workshop services include all program design and development costs; all moderator and faculty fees; and all course materials, including the course manual, the Training Edition of the *Congressional Deskbook* and the then-available *Congressional Directory*.

## Course Title: Congressional Briefing Conference: Congressional Operations Seminar

## **Course Length:**

May be purchased as:

- (A) a 2-day course
- (B) a 3-day course
- (C) a 4-day course
- (D) a 5-day course

## Minimum and Maximum Participants:

Option 1: 1-25 participants Option 2: 26-35 participants Option 3: 36-50 participants

Course Description: During the Congressional Briefing Conference, Washington-based experts discuss congressional dynamics, the policy-making process, and the legislative agenda. They explore the relationship between the legislative and executive branches of government and the outside entities with whom they interact. The federal budget process is explained, with a focus on the congressional budget process, and strategies and techniques for effectively communicating with Members of Congress and congressional staff are given. When Congress is in session, attendees have an opportunity to view congressional hearings and House and Senate floor proceedings and discuss the dynamics and environment of congressional hearings and the complexities of floor proceedings. Custom clients have an opportunity to add sessions, including their congressional liaisons, OMB budget examiners, agency budget directors, etc.

## Minimum Number of Presentations per Day: Four

**Course Objectives:** After participating in the Congressional Operations Briefing and Seminar, participants will be able to:

1. Understand the dynamics of Congress as an institution and the legislative process

- 2. Identify the key decision makers who are involved in the policy–making process
- Understand the relationship between the executive and legislative branches of government and how Members of Congress advance their legislative, public policy, and political agendas
- 4. Gain awareness of the federal budget process, especially the congressional budget process
- 5. Develop working relationships with congressional staff

**Support Materials:** The workshop services include all program design and development costs; all moderator and faculty fees; and all course materials, including the course manual, the Training Editions of the *Congressional Deskbook* and *Persuading Congress*, and the then-available *Congressional Directory*.

## Course Title: Congressional Dynamics and the Legislative Process

### **Course Length:**

May be purchased as:

- (A) a 1-day course
- (B) a 2-day course

### Minimum and Maximum Participants:

Option 1: 1-25 participants

Option 2: 26-35 participants

Option 3: 36-50 participants

Option 4: 51-100 participants

**Course Description:** This course teaches how Congress really works. Instructors explain the differences between the two chambers and why they act as they do. They discuss how bills are introduced and referred to committees. The work of committees, notably, hearings and markup, is explained. The instructors delve into House floor procedure, including House calendars and the House Rules Committee. Senate calendars and floor procedure are explained. Resolving differences between the House and Senate, conference committees, and presidential action are addressed.

**Course Objectives:** After participating in the Congressional Dynamics and the Legislative Process course, participants will be able to:

- 1. Understand Congress as an institution
- 2. Think strategically about the issues facing the U.S. Congress and where your organization fits in the congressional agenda
- 3. Understand the relationship between the executive and legislative branches of government
- 4. Gain awareness of the committee system and the work of congressional committees
- 5. Understand the legislative process, especially House and Senate floor procedure

**Support Materials:** The course services include all program design and development costs; all moderator and faculty fees; and all course materials, including the course manual and the Training Edition of the *Congressional Deskbook*.

## **Course Title: The Federal Budget Process**

## **Course Length:**

May be purchased as:

- (A) a 1-day course
- (B) a 2-day course
- (C) a 3-day course

## **Minimum and Maximum Participants:**

Option 1: 1-25 participants

Option 2: 26-35 participants

Option 3: 36-50 participants

Option 4: 51-100 participants

Course Description: This course provides a comprehensive overview of the history of the federal budget process, current budget politics, the federal budgeting process, and short-and long-term budget projections. Congressional budget process concepts along with key players, their roles and relationships are discussed. The federal budget time table is reviewed, and the faculty provide a thorough discussion of the formulation of the President's budget and congressional budgeting. Learn about discretionary and mandatory spending, the budget resolution and reconciliation process, and the work of the appropriations subcommittees. The difference between authorizations and appropriations are discussed. The budget execution process is explained, and transparency and accountability in the budget process and OMB's tools for performance assessment are discussed. Internet resources to track and research congressional budgeting are identified.

Course Objectives: After participating in The Federal Budget Process course, participants will be able to:

1. Identify the key committees and subcommittees in the congressional budget process and understand their

roles in the process

- 2. Gain awareness of the big picture of federal budgeting and spending
- 3. Understand the different types of spending, the budget resolution, and reconciliation
- 4. Think strategically about authorizations and appropriations
- 5. Understand the administration's directive for transparency and accountability in the budget process and OMB's tools for program performance assessment.

**Support Materials:** The course services include all program design and development costs; all moderator and faculty fees; and all course materials, including the course manual and *The Federal Budget* by Allen Schick.

# Course Title: Preparing and Delivering Congressional Testimony Course Length:

May be purchased as:

- (A) a 1-day course
- (B) a 2-day course
- (C) a 3-day course

## **Minimum and Maximum Participants:**

Option 1: 1-25 participants Option 2: 26-35 participants

**Course Description:** This course is designed to help anyone prepare and deliver crisp, cogent, and credible congressional testimony. The dynamics of the congressional hearing environment is explained, and a congressional committee staff member offers an insight into the committee hearing process. The faculty explores all aspects of testimony preparation including research, persuasion and the proper structure of both written and oral testimony. The training gives a framework for preparing written testimony that enhances its oral delivery. Participants learn delivery

and listening techniques, ways to deal with anxiety, and best practice techniques for addressing both Q&A sessions and challenging situations. Participants have an opportunity to deliver testimony during a mock hearing followed by a question & answer session, and a critique by the faculty. These sessions are videotaped.

**Course Objectives:** After participating in the Preparing and Delivering Congressional Testimony course, participants will be able to:

- 1. Gain awareness of the congressional hearing process
- 2. Prepare and draft effective written testimony
- Gain awareness of delivery and listening techniques, ways to deal with anxiety, and techniques for handling the Q&A session
- 4. Deliver effective testimony
- 5. Develop working relationships with congressional committee staff

**Support Materials:** The course services include all program design and development costs; all moderator and faculty fees; and all course materials, including the course manual and the Training Edition of *Testifying Before Congress*.

## Course Title: Writing for Government: Critical Thinking and Writing

### **Course Length:**

May be purchased as:

- (A) a 1-day course
- (B) a 2-day course
- (C) a 3-day course
- (D) a 4-day course

### Minimum and Maximum Participants:

Option 1: 1-25 participants Option 2: 26-35 participants Option 3: 36-50 participants

Course Description: This intensive course helps attendees understand the three dimensions of professional writing: organization, format and style. In addition to reviewing and teaching specific writing techniques, our faculty demonstrate how to apply critical thinking to the writing process; use the four keys to effective writing; understand the five-step writing process; use plain English; and develop an effective writing style. Hands-on exercises are incorporated throughout the course. Lessons focus on writing as a process and ways to apply that process to everyday assignments. Sessions on editing, proofreading, and writing for the web can be added. Up to one hour of consultation with the client is included in the fee. Previous attendees include all staff levels including program managers, scientists and engineers, administrative assistants, and legislative and budget analysts.

**Course Objectives:** After participating in the Writing for Government: Critical Thinking and Writing course, participants will be able to:

- 1. Gain awareness of the critical thinking process and apply it to the writing process
- 2. Draft better letters, memos, and reports
- 3. Gain awareness of different writing techniques and style guides
- 4. Develop an effective writing style
- 5. Use plain English and the active voice

**Support Materials:** The course services include all program design and development costs; all moderator and faculty fees; and all course materials, including the course manual and the *Business Writer's Handbook*.

### **Course Title: Drafting Federal Legislation and Amendments**

## **Course Length:**

May be purchased as:

- (A) a 1-day course
- (B) a 2-day course
- (C) a 3-day course

## Minimum and Maximum Participants:

Option 1: 1-25 participants Option 2: 26-35 participants **Course Description:** This course helps anyone draft, revise, and review bills and amendments, with lessons especially useful to those who review legislation, prepare reports, or draft legislation. In this course the faculty explain the role of OMB, examine various formats, and explore ways to choose the most appropriate format. Attendees learn how to assess existing law and policy objectives before beginning to draft; use drafting styles that work favorably; and comply with the U.S. Code rules of construction. Hands-on exercises are incorporated to reinforce concepts taught during the course. Up to one hour of consultation with client is included in fee.

Course Objectives: After participating in the Drafting Federal Legislation and Amendments course, participants will be able to:

- 1. Gain awareness of the federal legislative drafting process
- 2. Prepare and draft effective federal legislation and amendments
- 3. Gain awareness of the U.S. Code rules of construction
- 4. Understand the meaning of bills, amendments, and legislation
- 5. Understand OMB's role in the legislative drafting process

**Support Materials:** The course services include all program design and development costs; all moderator and faculty fees; and all course materials, including the course manual and the Training Edition of the *Legislative Drafter's Deskbook*.

### **Course Title: Effective Briefings**

### **Course Length:**

May be purchased as:

- (A) a 1-day course
- (B) a 2-day course
- (C) a 3-day course

## **Minimum and Maximum Participants:**

Option 1: 1-25 participants Option 2: 26-35 participants

Course Description: This course provides an in-depth overview of briefing preparation including research, audience analysis, and the key components of a sound argument. Attendees receive a briefings worksheet that provides structure to improve oral delivery. The faculty offers tips on persuasion that focus on both verbal and nonverbal communication techniques. Attendees learn how to effectively manage Q&A sessions and use visual aids to maximize impact. Each attendee delivers a short briefing that is followed by a Q&A session. The faculty offers critiques. This course strengthens skills in the art of persuasion and practical presentation, ideal for GS 13 through SES levels.

Course Objectives: After participating in the Effective Briefings course, participants will be able to:

- 1. Gain awareness of briefing preparation
- 2. Prepare and draft effective briefings
- Gain awareness of delivery and listening techniques, ways to deal with anxiety, and techniques for handling the Q&A session
- 4. Deliver effective briefings
- 5. Use visual aids

**Support Materials:** The course services include all program design and development costs; all moderator and faculty fees; and all course materials, including the course manual and the Training Edition of *Common Sense Rules of Advocacy*.

### Course Title: Media Relations for the Public Affairs Professional

### **Course Length:**

May be purchased as:

- (A) a 1-day course
- (B) a 2-day course
- (C) a 3-day course

## Minimum and Maximum Participants:

Option 1: 1-25 participants Option 2: 26-35 participants Option 3: 36-50 participants

**Course Description:** Our media training focuses on essential skills to help maximize your agency's message in the Washington media environment. As a public affairs professional, you need to continually assess your communications strategies. Our faculty discuss how to balance limited resources with the need to update your communications strategy; how to use analytics, tracking, and social media to their full advantage; message development; preparing for and handling a crisis; and coordinating and preparing for interviews. Instruction includes hands-on exercises.

Course Objectives: After participating in the Media Relations for the Public Affairs Professional course, participants will be able to:

- 1. Gain awareness of the Washington media environment
- 2. Prepare a communications strategy
- 3. Gain awareness of analytics and tracking
- 4. Use social media
- 5. Prepare for and handle a crisis

**Support Materials:** The course services include all program design and development costs; all moderator and faculty fees; and all course materials, including the course manual and the Training Edition of the *Media Relations Handbook*.

Course Title: Research Skills / Research Skills for Analysts

### **Course Length:**

May be purchased as:

- (A) a 1-day course
- (B) a 2-day course
- (C) a 3-day course

### Minimum and Maximum Participants:

Option 1: 1-25 participants Option 2: 26-35 participants Option 3: 36-50 participants

Course Description: This course helps anyone responsible for research improve efficiency and effectiveness in online and offline searches. Attendees receive an overview of legislative, judicial, regulatory, factual and international research, and review public and private information sources, online searching, telephone, and email research. Topics may include tracking and monitoring legislation, conducting legal research and using proprietary subscription databases, and researching and compiling legislative histories.

Course Objectives: After participating in the Research Skills for Analysts course, participants will be able to:

- 1. Improve their understanding of search techniques and broaden their knowledge of research resources
- 2. Conduct legal research
- 3. Gain awareness of practical search tips for the Washington research environment
- 4. Conduct efficient and effective online searches
- 5. Gain awareness of legislative, judicial, regulatory, factual, and international research

**Support Materials:** The course services include all program design and development costs; all moderator and faculty fees; and all course materials, including a course manual.